

1. PURPOSE OF APPLICATION

This statement supplements Infranext's application for DRB of a new faux cactus located at 10015 East Happy Valley Road, Scottsdale, AZ 85255. Cingular is looking to improve its wireless coverage in North Scottsdale. This application is part of a series of projects which will dramatically improve cellular coverage in the area.

By this application, Cingular proposes to construct a twenty four (24) foot faux Saguaro cactus, which will contain and conceal from view, Cingular's wireless communication antennae. The associated equipment will be buried underground in an equipment vault. A power and telephone meter, necessary to for the site's operations, will be placed next to the vault. All above ground equipment will be painted and screened to minimize aesthetic appearance.

Cingular requires additional facilities in this area to extend its network coverage and address network capacity limitations. Less than peak network performance, as realized or perceived by the end user, results from a gap in coverage in this area. Also, in addition to limited geographic coverage, the area's growth has strained network capacity. These gaps and network burdens cause dropped or blocked calls, and results in less than optimal customer service.

Increased network usage is being driven by a convergence of increasing residential and commercial subscribers, increasing usage and increasing call length (on average). People now use their wireless phones in a variety of circumstances. In addition to their cars people now use wireless technology almost everywhere, including as part of their offices and in their homes. In fact, the May 13, 2005 edition of The Washington Post estimated approximately six percent (6%) of the population has "cut the cord" in that "[m]illions of college students, young professionals, and increasingly even families are foregoing their traditional phones at home and (have gone wireless)." Ironically, the very offices and homes in which these phones have become indispensable absorb and degrade the radio signals, thereby creating a need for additional base stations and additional cell sites to reach the end user. Additionally, new high speed data technologies require more bits of information to be transmitted within the same bandwidth and along the same network. Since most network systems were conceived and designed for mere voice traffic, more cell sites are required to support these high speed data services. Indeed, the Wall Street Journal (May 25, 2005) confirms the practical effect of lagging infrastructure by reporting that:

[r]oughly one of three cell phone calls has quality problems of some kind last year, according to an online survey by J.D. Power & Associates of 21,700 wireless customers. The result was essentially unchanged from the 2003 survey, the first year it was conducted.

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Besides dropped calls and an inability to connect, callers constantly experienced interference, echoes and voice distortion.

The same article points out that Cingular Wireless bought AT&T Wireless for \$41 billion, in part, to obtain additional network capacity. This application continues the integration and extension of the two networks for the purpose of improving coverage in the area, a process that will not be finished nationwide until June, 2006 (**Source:** *Wall Street Journal*, May 25, 2005).

Indeed, the problems in maintaining seamless coverage runs not only from increased usage but to the functionality of handset design. The smaller cell phones customers crave contain smaller batteries and internal antennae, which, together, reduce the effective range of their phones. Hence, the demand for ever-smaller cell phones increases the need for additional site installations. The pressures on the infrastructure increase, therefore, as the technology evolves.

In conclusion, Cingular Wireless is respectfully asking the City to permit the construction of the monocactus in order to fill a gap in coverage where no other Cingular site exists or is in use. Cingular has coordinated with Scottsdale to come up with applications that meet Scottsdale's Wireless Ordinance and minimize impacts to surrounding areas. Consequently, Cingular Wireless would respectfully ask that the City consider and grant approval for the reason that it is not adverse to the best interests of the City and its residents.

OTHER WIRELESS FACTS OF NOTE:

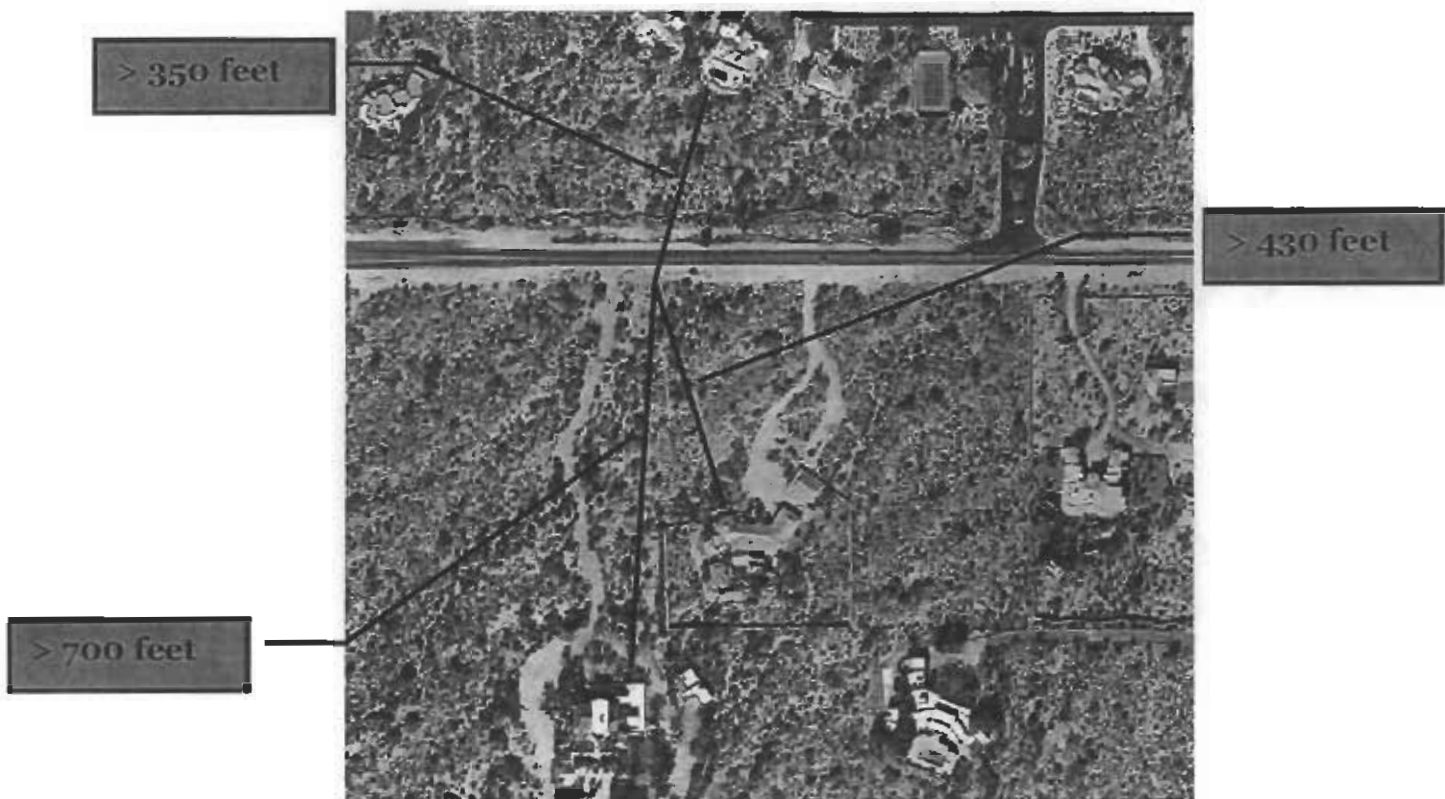
- More than 182 million Americans are wireless subscribers; by mid-2004 there were 1.5 billion worldwide subscribers.
- At the end of 2004, 40% of 15-19 year olds in the U.S. are wireless subscribers.
- 1.1 *trillion* minutes of use were logged by April 1, 2005.
- More than \$174 billion in capital investment; 175,725 cell sites nationwide.
- 200,000 times each day, someone uses a wireless phone to call for help.
- The wireless industry and the National Center for Missing & Exploited Children® (NCMEC) have officially partnered to launch Wireless AMBER Alerts™, an initiative that will help galvanize 182-million wireless subscribers in the search for an abducted child. Any wireless subscriber capable of receiving text messages, and whose wireless carrier participates in the Wireless AMBER Alerts Initiative, may opt in to receive alerts by registering at www.wirelessamberalerts.org or their wireless carrier's website. Subscribers may designate up to five geographic areas for which they would like to receive Wireless AMBER Alerts.

2. DESCRIPTION OF PROPOSAL.

As set forth above, Cingular proposes to install a twenty four (24) foot faux cactus. The associated equipment will be located underground in a buried equipment vault. Additionally, Cingular agrees to plant additional natural landscaping to further enhance the project's appeal.

3. RELATIONSHIP TO SURROUNDING PROPERTIES.

This site is located in the Right of Way along Happy Valley Road. All of the surrounding properties are residential. Cingular has made every effort to locate the cactus as far away from the surrounding homes as possible. The proposed location is at least 350 feet from any neighboring dwelling unit. The nature of the proposed stealth project will have a *de minimis* impact on the surrounding properties.



4. LOCATION & ACCESSIBILITY.

At this point access is off Happy Valley Road. Generally, maintenance occurs around one time per month, depending on network reliability and both the

manufacturer's and carrier's specifications for maintenance, excluding exigent circumstances which would require heightened attention.

5. NOTIFICATION.

A copy of the Neighborhood Notification Packet is included with the DRB submittal. A letter explaining the proposal was mailed out on March 18th, 2006. All property owners within 752 feet of the facility were mailed a letter. In addition, all HOAs within 750 feet of the proposal were notified. Infranext has not received any feedback from any of the notified parties.

5. CONCLUSION.

As set forth above this property is one upon which Cingular desires to locate its operational equipment- antennae and the electronic equipment necessary to run their wireless system. Cingular's analysis is that their current coverage is less than optimal. Indeed, this application is driven in part by feedback from their customers as to poor coverage areas. Accordingly, Cingular would ask that the City, upon due consideration, grant approval of this stealth project. In granting approval, the City would assist Cingular in meeting the needs of its customers for seamless, uninterrupted and clear wireless communications services and is not otherwise contrary to the health, safety and welfare of the citizens of Scottsdale.

If staff should have any further questions, comments or suggestions, please feel free to call Randy Downing at 480.241.8263 for assistance. Cingular thanks the City and its staff for their time and consideration.

cingularSM
WIRELESS

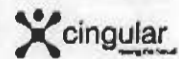
HAPPY PLACE

10015 E. HAPPY VALLEY ROAD.
SCOTTSDALE, AZ 85255

P886-01

PROPRIETARY INFORMATION

THE INFORMATION CONTAINED IN THIS SET OF CONSTRUCTION DOCUMENTS IS PROPRIETARY BY NATURE. ANY USE OR DISCLOSURE OTHER THAN THAT WHICH RELATES TO PROPOSED CINGULAR WIRELESS PCL, LLC SERVICES IS STRICTLY PROHIBITED.



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PHOENIX, AZ 85016



1301 S. MIDLAND AVENUE, #100
PHOENIX, ARIZONA 85016



KDC Architects - Engineers, P.C.
2024 S. RAY BLVD.
SUITE 200, PHOENIX, ARIZONA 85021
PHOENIX, AZ 85021
WWW.KDCARCHITECTS.COM

DATE: 06/27/2006

PROJECT: P886-01

REVISION: 01

BY: KDC

DATE: 06/27/2006

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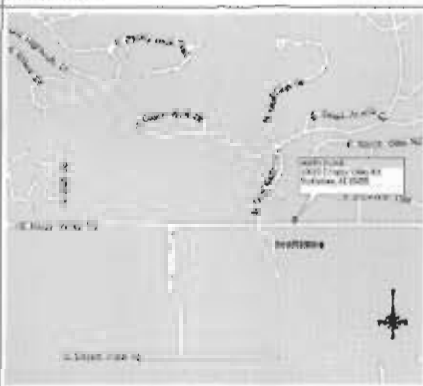
REVISION: 01

BY: KDC

GENERAL LOCATION MAP



VICINITY MAP



PROJECT INFORMATION

APPLICANT:
CINGULAR WIRELESS
1280 E. CAMELBACK RD. SUITE 1100
PHOENIX, AZ 85016
WP: STEVE SIBILLI
PHONE: (602) 517-5101
CONSTRUCTION: MIKE WELLSERSON
PHONE: (602) 224-0817

PROPERTY OWNER:
CITY OF SCOTTSDALE
7847 E. BROWN SCHOOL RD.
SCOTTSDALE, AZ 85251
CONTACT: MIKE SONGDA
PHONE: (480) 512-4136

SITE ACQUISITION:
INFRA NEXT
1702 E. MIDLAND AVE. #100
PHOENIX, AZ 85016
CONTACT: RICH DECHERRE
PHONE: (602) 349-8830

DESIGNER:
KDC
11402 N. CANYON CREEK ROAD
PHOENIX, AZ 85021
CONTACT: JERRY BEACH
PHONE: (602) 748-8300
FAX: (602) 748-8439

DESIGN CLASSIFICATION: R.E.M.
APR: N/A
BUILDING CODE: 2003 IBC w/ SCOTTSDALE AMENDMENTS
2003 NC
1999 NEC
1984 UPC
2003 IRC
CONSTRUCTION TYPE: N/A
OCCUPANCY: U (STEALTH CACTUS)
JURISDICTION: CITY OF SCOTTSDALE

PROPOSED BUILDING USE: TELECOMMUNICATIONS

SITE LOCATION (BASED ON NAD 83):
LAT: 33°42'42.85"
LONG: 111°51'54.31"

PROPOSED AREA:
LEASE AREA WITH PROPOSED VAULT (312' x 171')

GENERAL INFORMATION:
1. PARKING REQUIREMENTS ARE UNCHANGED.
2. TRAFFIC IS UNCHANGED.
3. SIGNAGE IS PROPOSED.

PROJECT DESCRIPTION:
CINGULAR WIRELESS LLC PROPOSES TO CONSTRUCT AN UNSTAYED RADIO TELECOMMUNICATIONS FACILITY CONSISTING OF (2) SECTORS W/ (1) PROPOSED ANTENNA PER SECTOR (2) ANTENNAS TOTAL MOUNTED WITH IN A PROPOSED 27'-0" STEALTH CACTUS. RADIO EQUIPMENT IS TO BE LOCATED WITHIN PROPOSED EQUIPMENT VAULT.

SHEET INDEX

1-1 TITLE SHEET
2-1 SURVEY
2-1 OVERALL SITE PLAN
2-2 ENLARGED SITE PLAN
2-3 ELEVATIONS

LEGAL DESCRIPTION

SEE SURVEY FOR LEGAL DESCRIPTION

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APPROVALS

CONSULTANT GROUP SIGN OFF	DATE	SIGNATURE	CINGULAR SIGN OFF	DATE	SIGNATURE
OWNER MANAGER		PRINT: SIGN:	RF ENGINEER		PRINT: SIGN:
CONSTRUCTION MANAGER		PRINT: SIGN:	SITE ACQUISITION		PRINT: SIGN:
CONSTRUCTION COORDINATOR		PRINT: SIGN:	PLANNING		PRINT: SIGN:
INTERCONNECT ENGINEER		PRINT: SIGN:	AEC		PRINT: SIGN:
			LANDLORD		PRINT: SIGN:

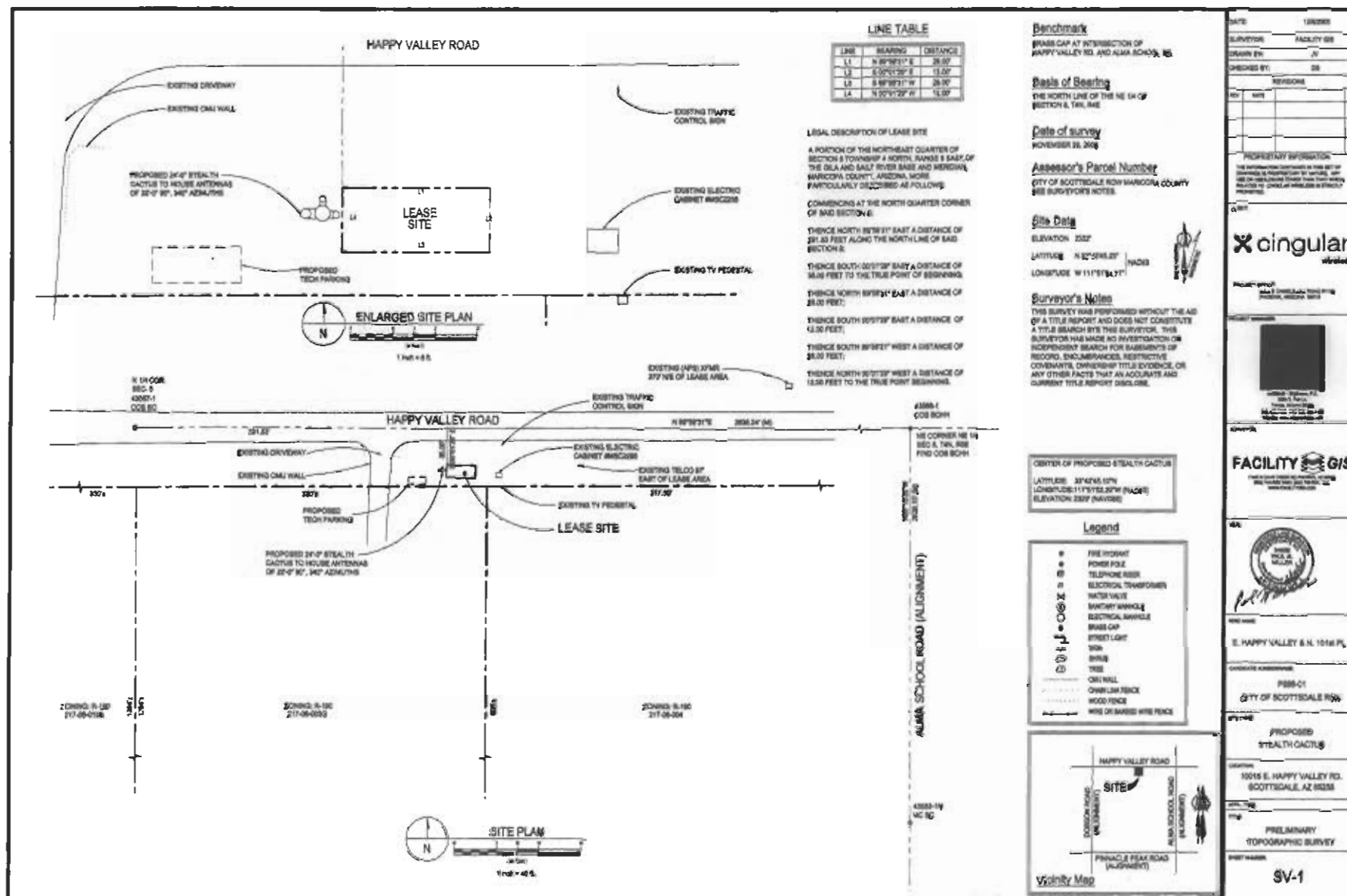
REVIEWERS SHALL CLEARLY PLACE INITIALS ADJACENT TO EACH REVIEW NOTE AS DRAWINGS ARE BEING REVIEWED

61-DR-2006

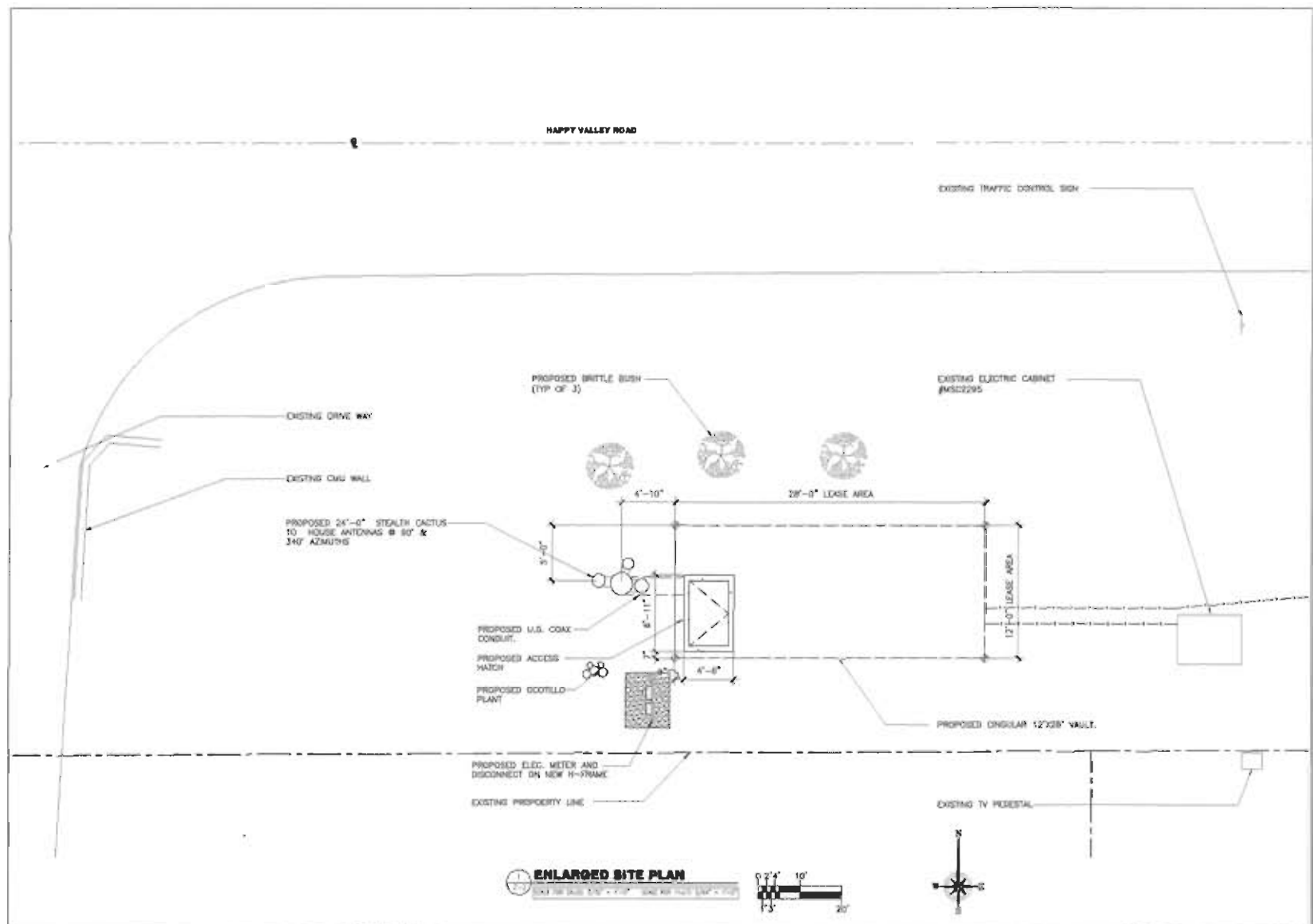
TITLE SHEET

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T-1



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06/27/2006



2700 N. GILBERT RD. #1100
PHOENIX, AZ 85028



1100 N. HIGHLAND AVENUE #408
PHOENIX, ARIZONA 85016



KDC ANTENNAS - PHOENIX, P.C.
2009 N. 10TH ST.
TAMPA, ARIZONA 85502
REGISTRATION NO. 100 000 000 0000
WEBSITE: www.kdcantennas.com

PROJECT: 1100 N. 10TH ST.

DATE: 11/11/06

BY: [Signature]

CHECKED BY: [Signature]

DATE: 11/11/06

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06/27/2006

Z-2



1000 E. BROADWAY, SUITE 1100
PHOENIX, AZ 85001



10015 E. HAPPY VALLEY
ROAD
SCOTTSDALE, AZ 85255



NRG Architects - Engineers, P.C.
2024 N. 1st St.
Phoenix, Arizona 85001
TEL: 602.440.1100 FAX: 602.440.1101
WWW.NRGARCHITECTS.COM

DATE	DESCRIPTION
01/11/06	ISSUED FOR PERMIT
02/01/06	REVISED FOR COMMENTS
02/01/06	REVISED FOR COMMENTS
02/01/06	REVISED FOR COMMENTS
02/01/06	REVISED FOR COMMENTS
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DATE: 01/11/06
SITE NAME:

**P886-01
HAPPY PLACE**

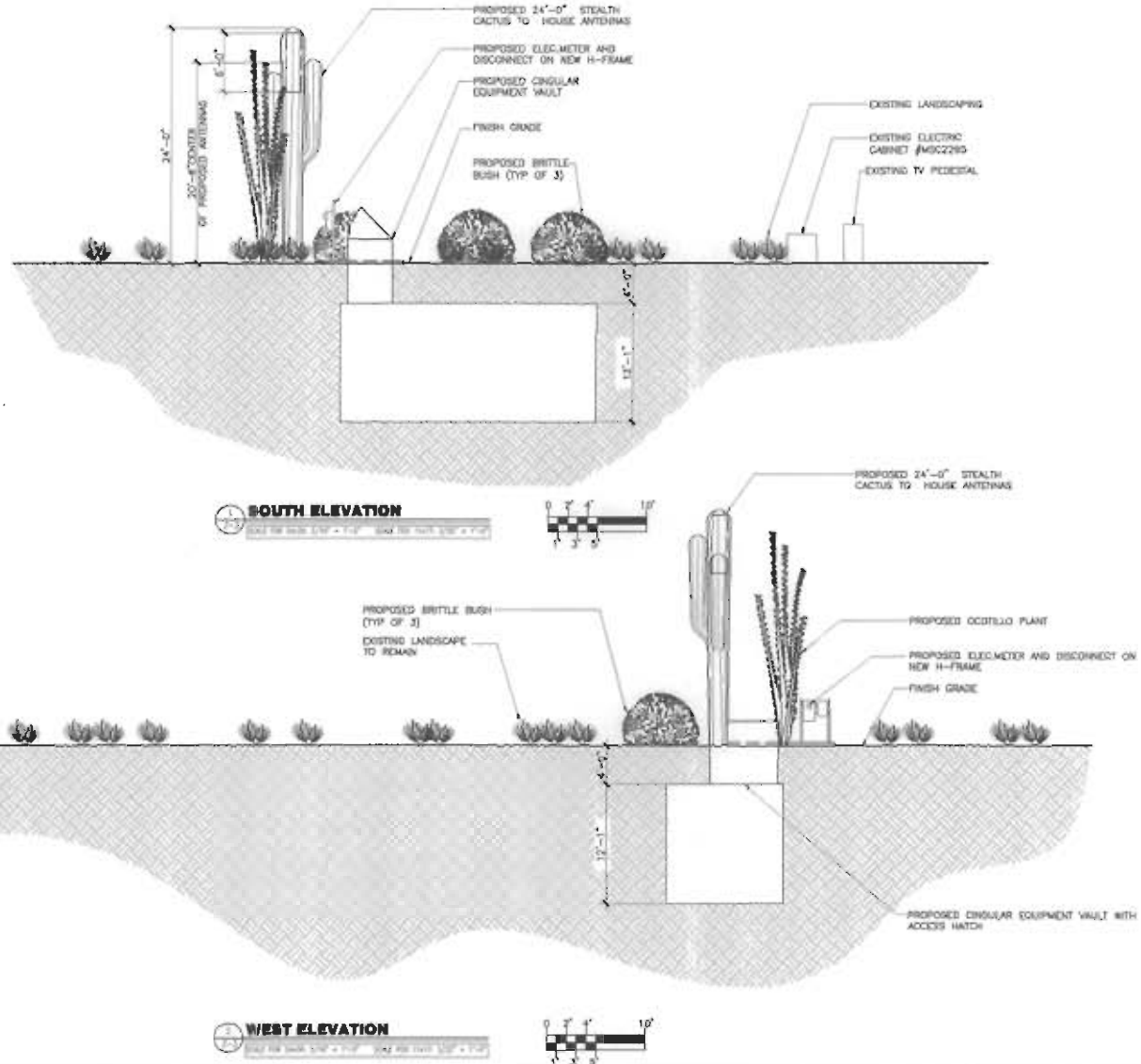
SITE ADDRESS:
10015 E. HAPPY VALLEY
ROAD,
SCOTTSDALE, AZ 85255

SHEET 1 OF 1

ELEVATIONS

DATE: 01/11/06

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VIEW 1



PROPOSED



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LOCATION - [MAP]



EXISTING